



SolarClovers Grow at San Jose City Hall

San Jose Green Vision demonstration project showcases Armageddon Energy innovative solar energy system

SAN JOSE, CALIF., Sept. 2, 2011 – Armageddon Energy, developer of attractive, easy to install solar energy systems, debuted today a 1kW AC system at San Jose City Hall. The SolarClover™ system is a modular solar energy system that features lightweight polymer solar panels and can be easily installed by non-specialists, including electricians, roofers and general contractors, and reduces the cost of installing a residential solar system. It is scheduled for widespread consumer release next summer and a limited version 1 release beginning in November.

The installation of the SolarClover™ system, which resembles the shape of a clover, is part of the San Jose Green Vision Demonstration Partnership Policy, a framework for forming strategic partnerships with public and private entities to satisfy key Green Vision goals, an ambitious set of ten goals that addresses economic development and mitigates climate change.

“San Jose is proud to partner with Armageddon Energy on this new demonstration project,” said San Jose Mayor Chuck Reed. “Clean technologies represent the next wave of innovation that will change the world, and our demonstration partnerships help support the

commercialization of these emerging technologies that can bring new jobs and revenue to our city.”

Recognizing that cleantech entrepreneurs, companies, and universities are developing technologies that will change the world and create economic opportunities for generations to come, San Jose created a demonstration platform—a test-bed to support commercialization—for these emerging technologies to prove concept, attract capital and scale.

Key to the Demonstration Partnership Policy is utilizing ingenuity, entrepreneurship and creative talent to stimulate the local economy by creating new markets and jobs. The Demonstration Partnership Policy complements traditional business incubators and the commercialization streamlining of innovative products, services and processes by offering real-world demonstration and testing conditions. Another benefit of the Policy is the public awareness of a particular innovation that could lead to eventual marketplace adoption.

According to Mark Goldman, CEO, Armageddon Energy, the San Jose Green Vision Demonstration Partnership Policy will allow his company to move forward and scale more rapidly.

“For a small tech startup in a challenging funding environment, it is of tremendous value to have a showcase system at such a landmark structure and to have the support of a visionary city at the heart of Silicon Valley,” Goldman said. “By helping us publicize our system and making people aware of our company, we will be able to scale and grow here. We really applaud San Jose for making a bold statement in favor of job creation, energy security and clean energy: good jobs and clean energy.”

Armageddon Energy, a graduate of San Jose's award-winning cleantech incubator, the Environmental Business Cluster, continues to draw upon local talent and companies to further grow. "The skills necessary to ensure our long-term success as a company are all right here in the Valley and include designers, engineers, developers, roofers, plumbers and electricians. We want to be the solar technology platform that brings together top-tier talent with the regional ecosystem to help create a vibrant, unbeatable solar industry," said Goldman.

While Armageddon Energy is based in Silicon Valley, the impact on the national economy is far-reaching with key suppliers located in the region and throughout the U.S. For example, Suniva, the maker of high-efficiency, low-cost solar cells used by Armageddon, is based in Georgia.

"We would like to praise San Jose's commitment to adopting clean, renewable energy," said Suniva CEO John Baumstark. "As a U.S. manufacturer of highly efficient, low cost solar products, Suniva is proud to partner with innovative companies like Armageddon Energy in projects that bring clean energy to cities and communities across the nation."

ABOUT ARMAGGEDON ENERGY

Armageddon Energy is the developer of the SolarClover, a modular solar energy system that is attractive, affordable and easy to install. The SolarClover features lightweight, durable polymer solar panels and easy to assemble, very stable triangular racks. The SolarClover system is designed to be installed by non-specialists like electricians, roofers and general contractors using the tools and training they already have. With a basic system size of 1-kW AC, the SolarClover is designed to offset expensive peak electric demand while improving grid stability.

ABOUT SAN JOSE'S GREEN VISION

On October 7, 2007, Mayor Chuck Reed introduced San Jose's Green Vision, which sets 10 ambitious goals for environmental protection and economic development. This 15-year plan envisions: creating 25,000 Clean Tech jobs; building or retrofitting 50 million square feet of green buildings; installing 100,000 solar roofs; reducing per capita

electricity use by half; becoming a zero waste city; recycling and reusing 100 percent of the city's water; and moving to 100 percent renewable energy. A key part of the San Jose Green vision is the creation of a Demonstration Partnership Policy system—a framework for forming strategic partnerships with public and private entities to address Green Vision goals spanning areas such as renewable energy, waste to energy, water, advanced building energy efficiency technologies and electric vehicle infrastructure. For more information about the San Jose Green Vision, visit www.sanjoseca.gov/greenvision/ or about the Demonstration Partnership Policy, visit, http://www.sanjoseca.gov/clerk/cp_manual/CPM_o_40.pdf

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

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